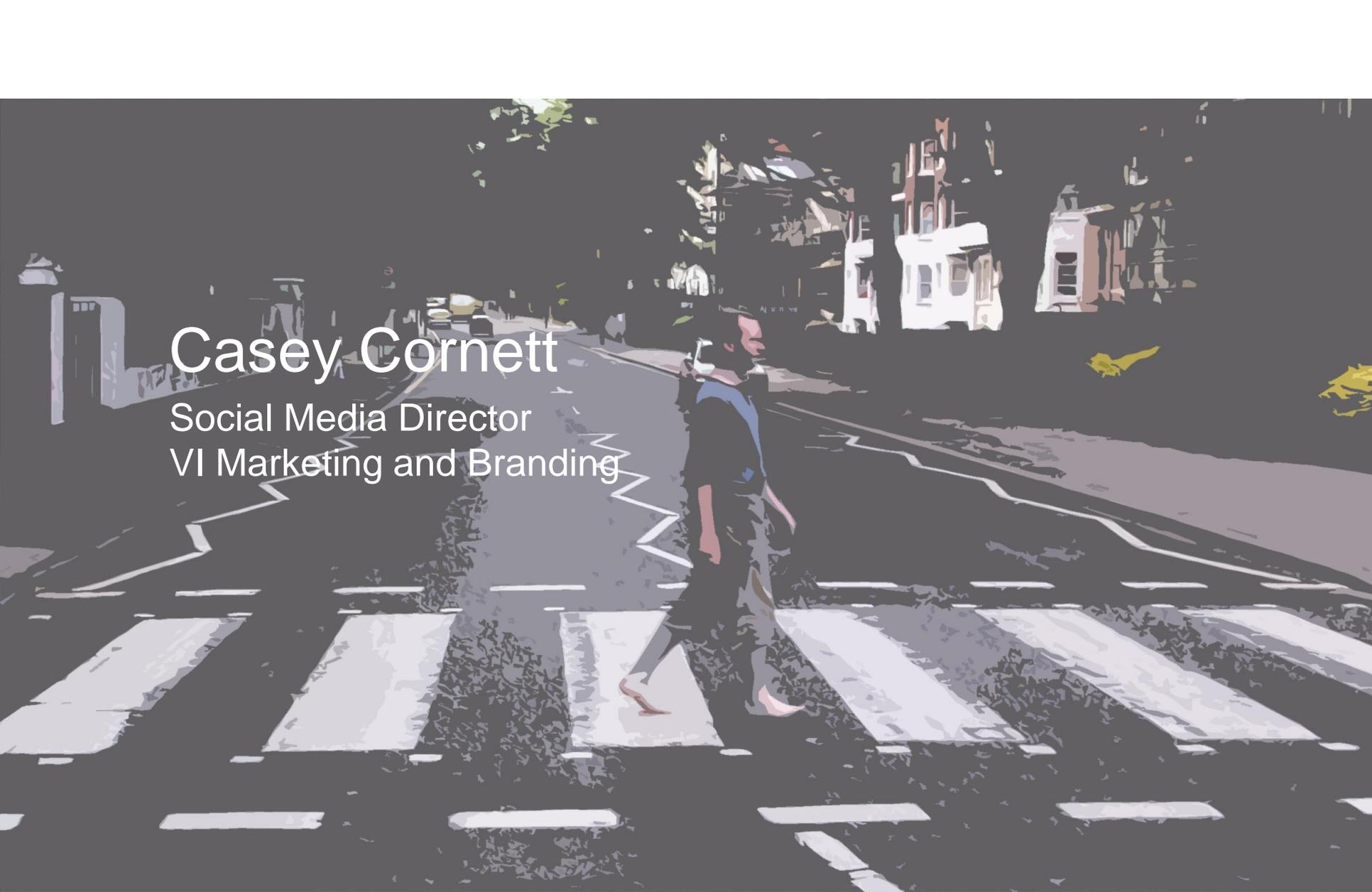


# Getting the Most from Social Media

April 14, 2015



vi marketing and branding

A woman in a blue top and patterned skirt is walking across a crosswalk on a city street. The background shows buildings and trees. The image has a high-contrast, stylized appearance.

Casey Cornett

Social Media Director  
VI Marketing and Branding

#BrighterSocial  
@CaseyCornett



vi marketing and branding

# AGENDA

- ▶ Define Social
- ▶ Social by the numbers
- ▶ Social Targeting
- ▶ What you're up against
- ▶ 5 Things That All Social Media Users Want
- ▶ Template (Plan)
- ▶ Questions?
- ▶ Standing Ovation

# Merriam Webster:

Dictionary

## social media

*noun plural but singular or plural in construction*



### Definition of SOCIAL MEDIA

: forms of electronic communication (as Web sites for social networking and microblogging) through which users create online communities to share information, ideas, personal messages, and other content (as videos)



GIFsFORUM.com

Say what?

#BrighterSocial  
@CaseyCornett



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# Let me simplify that for you:

- ▶ Social media is an *opportunity* to communicate.

#BrighterSocial  
@CaseyCornett



# How many Oklahomans on Facebook are interested in...

- ▶ Charity and Causes = 500,000
- ▶ Non-Profits = 240,000
- ▶ Volunteering = 112,000





**Marek Cornett** updated her cover photo.

March 19 at 12:42pm · 🌐



Unlike · Comment · Share

👍 You, Lisa Robins Cornett, Megan Radford, Rachel Merritt and 62 others like this.



**Cookie Koch** Ow, ow.

May 23, 2014 at 4:22pm · Like

#BrighterSocial  
@CaseyCornett



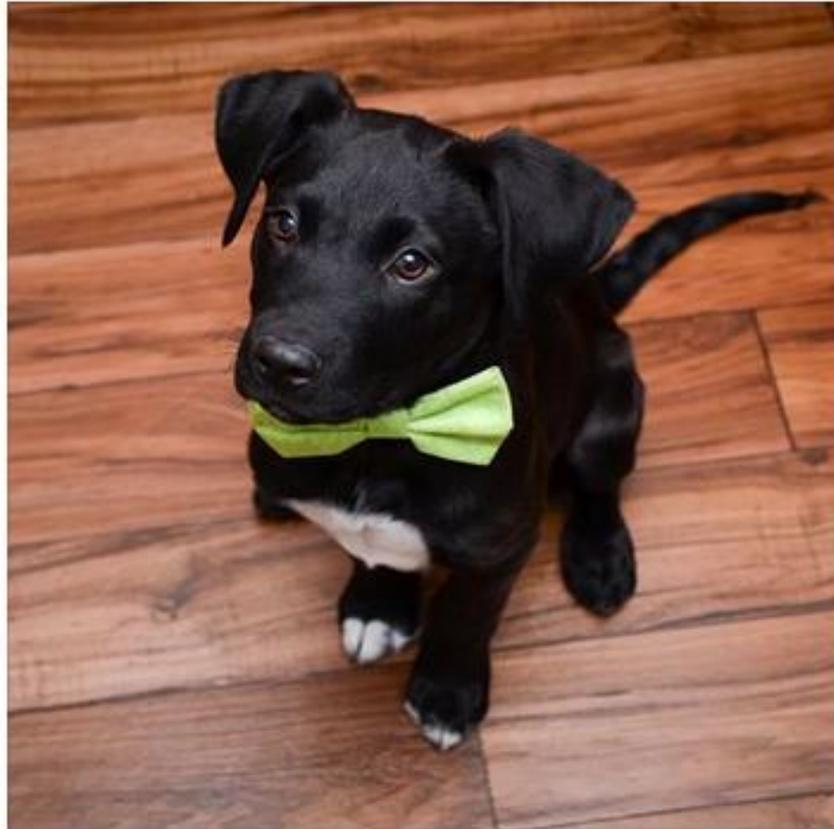
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Ryan Hukill shared a post.

11 mins · 🌐

My granddog dresses better than yours



Lindsay Hukill

My handsome little stud for #NationalPuppyDay

Like · Comment · Share

👍 6 people like this.

#BrighterSocial  
@CaseyCornett



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**Bob Moore Subaru**

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467 Views

Like · Comment · Share · 👍 4 💬 1

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**Trey Hickson**

March 13 at 7:13pm · Oklahoma City, OK · 🌐

You get lots of really private questions when you're a urologist and your flight is delayed for five hours.

Like · Comment · Share



Colin Raley, John McLaughlin, Diana Smith Jameson and 36 others like this.



View 4 more comments



**Jenny Wiggins-Smith Word.**

March 13 at 8:25pm · Like · 👍 1

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- ▶ As an entity, you are by default fighting from behind for social recognition. (tweet)



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@CaseyCornett



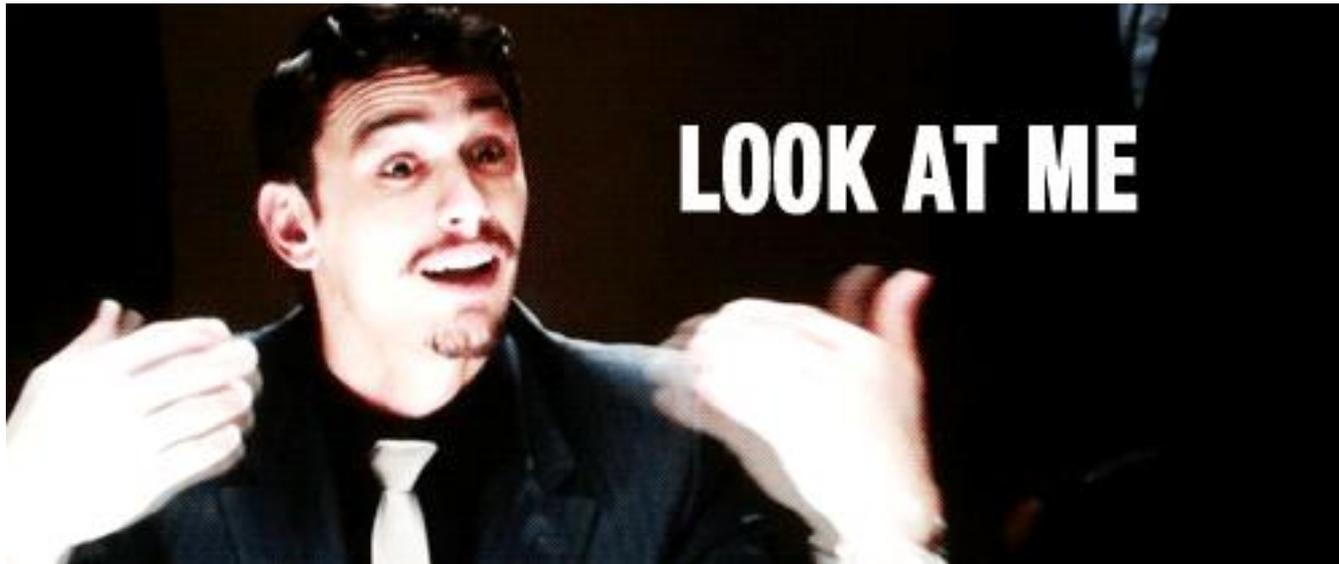
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# To Win, You Need to Know These 5 Things That All Social Media Users Want

- ▶ To be noticed
- ▶ Help
- ▶ Information
- ▶ Praise
- ▶ Recognition

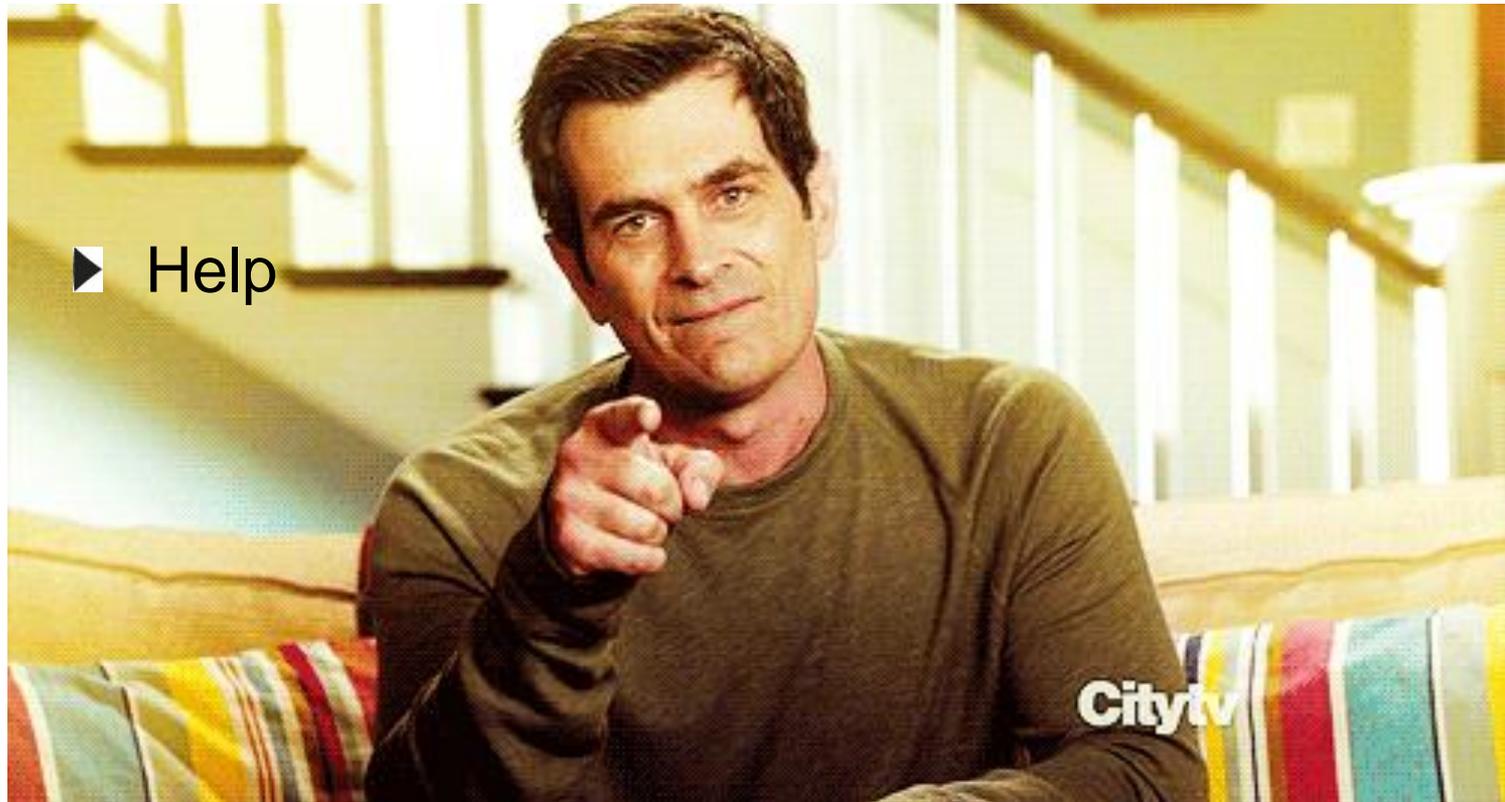
# 5 Things All Social Media Users Want

- ▶ To be noticed



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# 5 Things All Social Media Users Want



▶ Help

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# 5 Things All Social Media Users Want

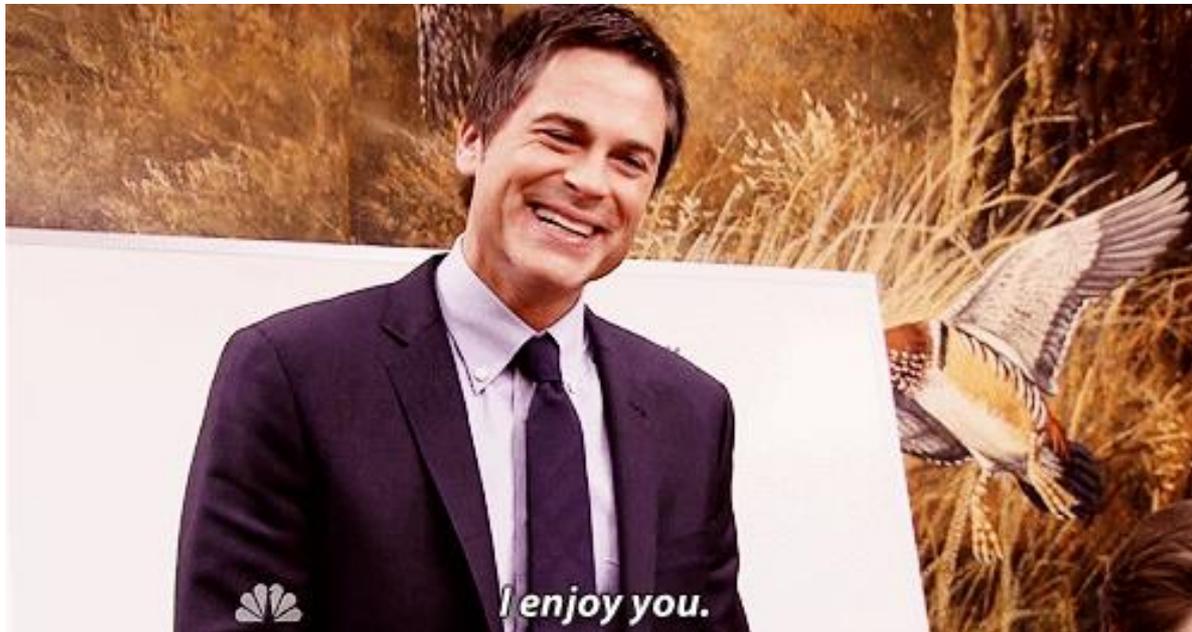
## ► Information



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# 5 Things All Social Media Users Want

## ► Praise



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# 5 Things All Social Media Users Want

- ▶ Recognition



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# Template / Plan

- ▶ Goal, Measurable Objectives, Strategies, Tactics
- ▶ Know your audience: Tier 1, Tier 2, Tier 3
- ▶ Write down all the ways you are going to: notice, help, inform, praise, recognize each tier
- ▶ Develop a content calendar for your posts:  
(Think: jab, jab, jab, hook)
- ▶ Examine your content after posting, optimize
- ▶ Budget

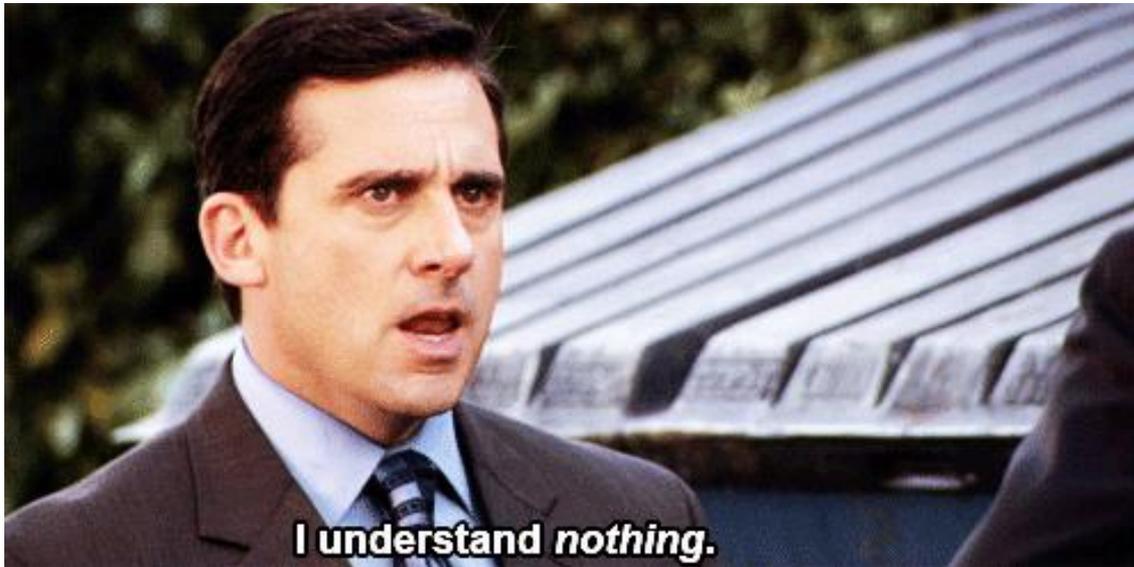
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Questions???

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